

# ***5 a Day Campaign***

## **Impressions Counting Methods**

### ***5 a Day Retail Program***

The following guidelines represent the impression counting methods used for all of the *5 a Day Campaigns*.

#### **Food Demonstrations (Direct Impressions)**

The *Retail Program* asks that each intervention be counted via goodie bag dissemination. Goodie bags typically contain cookbooks, pencils, brochures, shopping note pads, cutting mats and recipe cards. Each goodie bag disseminated is given a pass along rate of 3. This pass along rate has been determined via observational data collection in the *Latino Campaign's* formative research and industry standards within the retail industry. The industry calculates food demo information pass along or multiplier rates by looking at the average household makeup of a community. (General Market is 2.53)

#### **An example of counting impressions for reporting:**

10 RNN food demonstrations x 250 low income participants (the number of people reported attending demos, based on goodie bag distribution) = 2,500 total individuals reached x 3 (pass along rate of information) = 7,500 direct impressions.

#### **Merchandising (Indirect Impressions)**

Store Type	Display Time	Foot Traffic/Day (standard number)	# of indirect contacts	# of stores participating	Total statewide impressions #s
Supermarket	14 days	2,000	28,000	58	1,624,000 shoppers
Small Chain	30 days	800	24,000	56	1,344,000 shoppers
Independents	30 days	400	12,000	75	900,000 shoppers

#### **Store Tour**

Example: Children from a qualifying school/community youth organization (CYO) take a tour of the market, highlighting the *Campaign* messages and the fruit and vegetable choices in the store  
Counting Method: # of children = # of impressions

Impression Type: Direct

#### **Store Taste Test**

Example: Children from qualifying school/CYO taste fruits and vegetables as part of a larger event, such as a store tour

Counting Method: The taste test should be considered a part of the larger event (e.g. tour) and should not be counted as an additional impression for each participant.

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*Note: Retail activities should be recorded as one discrete learning experience at the store. Therefore, if a grocery store tour group of 8 participates in a taste test while on the tour this is considered one activity. The impression numbers reported for the activity would be based on the number of participants only = 8. Another example would be, if an agency hosts a booth outside the store and a food demonstration inside the store at the same time on the same day this is considered one activity. The impression numbers reported for the activity would be based on the number of goodie bags distributed at the booth outside x 3.*

#### **In-store audio**

Counting Method: store traffic (see Merchandising section) x number of days aired  
Impression Type: Indirect

#### **Circulars**

Counting Method: number of circulars distributed x number of times  
Impression Type: Indirect

### ***5 a Day—Power Play! Campaign***

#### School Channel

##### **Classes**

Example: Activities from the *School Idea & Resource Kit*  
Counting Method: # of activities x # of 4<sup>th</sup>/5<sup>th</sup> grade students participating in each activity =  
# of impressions  
Impression Type: Direct  
Note: These direct impressions count toward the region's "Minimum impressions through direct personal sales," which must account for a minimum of 80% of the total required direct impressions.

##### **Events**

Example: Nutrition Decathlon, health fair, community event, 5 a Day Month event, Walk to School event (booth hosted by *Campaign* staff or trained partner)  
Counting Method: # of 9-11 year old children participating x # of distinct activities\* at event =  
# of impressions  
\*A "distinct activity" is defined as an interactive activity in which the participant learns a new concept or gains new information that is not learned at other concurrently conducted activities. Do not count displays of signs or distribution of *Campaign* materials as a "distinct activity."  
Impression Type: Direct  
Note: These direct impressions count toward the 20% of the region's direct impressions that may come from activities other than Idea & Resource Kit activities.

#### **School Cafeteria Promotions**

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Example: *Power Play!* merchandising in the cafeteria. Only report impressions for cafeteria merchandising if the cafeteria displays a minimum of two *Power Play! Campaign* posters in areas clearly visible by the majority of students using the cafeteria. Only count one impression per day per child, even if the cafeteria displays multiple *Campaign* messages.

Counting Method: # of 4<sup>th</sup>/5<sup>th</sup> grade children x # of days that children are exposed to the message = # of impressions

Impression Type: Indirect

Example: *Power Play!* messages on school menus. Only report impressions for school menus if the *Power Play! Campaign* logo and an educational message/activity are printed on the menu.

Counting Method: # of 4<sup>th</sup>/5<sup>th</sup> grade children x # of different menus produced = # of impressions

Impression Type: Indirect

#### Community Youth Organization Channel

##### **Classes**

Example: Activities from the *Community Youth Organization Idea & Resource Kit*

Counting Method: # of activities x # of 9-11 year old children participating in each activity = # of impressions

Impression Type: Direct

Note: These direct impressions count toward the region's "Minimum impressions through direct personal sales," which must account for a minimum of 80% of the total required direct impressions.

##### **Events**

Example: Booth at CYO event, such as Scout jamboree

Counting Method: # of 9-11 year old children participating x # of distinct activities\* at event = # of impressions

\*A "distinct activity" is defined as an interactive activity in which the participant learns a new concept or gains new information that is not learned at other concurrently conducted activities. Do not count displays of signs or distribution of *Campaign* materials as a "distinct activity."

Impression Type: Direct

Note: These direct impressions count toward the 20% of the region's direct impressions that may come from activities other than Idea & Resource Kit activities.

#### Farmers' Market Channel

##### **Farmers' Market Tour**

Example: Children from qualifying school/CYO take tour of farmers' market, highlighting the *Campaign* messages

Counting Method: # of 9-11 year old children = # of impressions

Impression Type: Direct

## ***5 a Day Campaign***

### **Impressions Counting Methods**

Note: These direct impressions count toward the 20% of the region's direct impressions that may come from activities other than Idea & Resource Kit activities.

#### **Farmers' Market Taste Test**

Example: A food demonstration/tasting event is conducted at a farmers' market.

Counting Method: See *5 a Day Retail Program* section above for guidelines on counting food demonstration impressions.

#### Supermarket Channel

See *5 a Day Retail Program* counting methods listed above. Securing stores to display *5 a Day Retail Program* merchandising materials is not in the *Power Play!* Scope of Work, however if regional staff do secure stores through their partnerships, they should provide information to the Regional Project Director or other designated regional staff for input into the Core 1 Retail Tracking Form.

#### Restaurant Channel

##### **Restaurant Tour**

Example: Children from qualifying school/CYO take tour of restaurant, highlighting the *Campaign* messages and the f/v choices in the restaurant

Counting Method: # of 9-11 year old children = # of impressions

Impression Type: Direct

Note: These direct impressions count toward the 20% of the region's direct impressions that may come from activities other than Idea & Resource Kit activities.

##### **Menu Promotion**

Example: F/V offerings are highlighted on the menu and the menu contains *Campaign* messages/activities

Counting Method: # of menus distributed = # of impressions

Impression Type: Indirect

#### Media Channel

##### **Public Service Announcement (PSA)**

Example: Placement is secured for a *Power Play!* PSA produced by the State, or the region produces and secures placement for a regional *Power Play!* PSA

Counting Method: Report based upon data provided by TV or radio station, if available

Impression Type: Indirect

##### **Paid Advertising**

Example: Paid billboard featuring artwork from poster contest winner

Counting Method: Report based upon data provided by billboard company

Impression Type: Indirect

## ***Latino 5 a Day Campaign***

## ***5 a Day Campaign***

### **Impressions Counting Methods**

#### Retail Channel

See *5 a Day Retail Program* counting methods listed above.

#### Farmers' Market Channel

Counting Method: Number of goodie bags distributed x 3  
Impression Type: Direct

#### Festival Channel

Counting Method: Number of goodie bags distributed x 3  
Impression Type: Direct

#### Direct Health Service Provider and Community Based Organization Channel **Class**

Counting Method: Number of people in class x # lessons  
Impression Type: Direct

#### Other

##### **Health fair, community/cultural celebration**

Counting Method: Number of goodie bags distributed x 3  
Impression Type: Direct

#### Media Channel (To be discussed further with Comm. Dept.)

##### **Media type: Electronic (Radio, TV, internet) and Print**

Counting Method: Audience reach (e.g. hits, readers, listeners, viewers) x # placements  
Audience reach is obtained from media outlet  
Impression Type: Indirect

## ***African American 5 a Day Campaign***

#### Church Channel

##### **Classes/Events**

Counting Method: Number of participants  
Impression Type: Direct

#### Retail Channel

See *5 a Day Retail Program* counting methods listed above.

#### Media Channel

##### **Media type: Electronic, Print, Radio, TV includes church newsletters/bulletins**

Counting Method: Audience reach (e.g. hits, readers, listeners, viewers) x # placements  
Audience reach is obtained from media outlet  
Impression Type: Indirect

#### Festival Channel

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### **Impressions Counting Methods**

#### **Booth with Prize Wheel**

Counting Method: Number of goodie bags distributed x 3  
Impression Type: Direct

#### Partners and Community Collaboration

##### **Class/Presentation**

Counting Method: Number of participants  
Impression Type: Direct

Track number and name of partners but not as impressions unless they hold an event for their members.

#### Food Security

##### **Farmers' Market Food Demonstration**

Counting Method: Number of goodie bags distributed x 3  
Impression Type: Direct

#### Other

##### **Job fair, health fair, neighborhood council, non-profit, shelter**

Counting Method: Depends on activity  
Impression Type: Depends on activity  
Most have been classes and counted as direct reach

#### Direct Health Service Provider and Community Based Organization Channel

##### **Class**

Counting Method: Number of people in class x # lessons  
Impression Type: Direct

#### Low-income Housing Units

##### **Class**

Counting Method: Number of participants  
Impression Type: Direct

### **Jointly Conducted Activities**

#### Community Events

If the regional *5 a Day Campaigns* collaborate to conduct a community event, the region may choose one of two methods to count impressions:

- 1) Designate one *Campaign* as the lead for the event and report the impressions under that *Campaign*.
- 2) Divide the impressions achieved with adults equally between the adult-targeted *Campaigns* (e.g. *Latino* and *African American*) and, if *Power Play!* participates, track the actual impressions with 9- to 11-year-old children and report those under the *Power Play! Campaign*.

## ***5 a Day Campaign***

### **Impressions Counting Methods**

#### Retail Activities

In order to achieve the *5 a Day Retail Program*'s objectives for the total number of food demonstrations and number of stores merchandised, the following guidelines will apply to retail activities.

- The *Power Play Campaign* may host food demonstrations in those stores that are recruited and maintained by *African American, Latino* and Core 1. However, food demos may not be held jointly and should be scheduled on different days and times to reinforce the *Power Play!* message at the point of purchase.
- *African American, Latino*, and Core 1 may not merchandise or host food demonstrations in the same stores.
- As documented in the Scope of Work, Regional Nutrition Networks should work with Local Incentive Awardees. This may also include LIA crossover into the retail arena. RNNs and LIAs may host food demos in the same qualifying stores. However, food demos may not be held jointly and should be scheduled on different days and times to reinforce the message at the point of purchase.